

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:



		L	
Advertiser	Pat McCrory for Governor		In
Product	MCCRORY 10/22		In
Estimate Number	C22C28	ſ	In

Invoice #	116681-1
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/28/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116681
Alt Order #	06218219
Deal #	
Order Flight	10/22/12 - 10/28/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WRAL	Price is Right	11a-12p								
	CLASS 1 C	CANDIDATE R9.26									
					2 to 10/28/12	1x	1				
	WRAL			F	10/26/12	:30	10:59 AM	PM12-116TH	\$850.00		1
3	WRAL CLASS 2 C	Young and the Restless CANDIDATE R9.26	4-5p								
					2 to 10/28/12	1x	1				
	WRAL			F	10/26/12	:30	4:27 PM	PM12-116TH	\$1,065.00		1
4	WRAL CLASS 4 -	WRAL 5am News CANDIDATE	5am - 5:30a								
					2 to 10/28/12	1x	1				
	WRAL			F	10/26/12	:30	5:07 AM	PM12-104TH	\$150.00		1
5	WRAL CLASS 4 -	CBS This Morning CANDIDATE	7am - 9am								
				10/22/12	2 to 10/28/12	1x	1				
	WRAL			F	10/26/12	:00			\$175.00	See MG 72.2,72.3,72.4	1
9	WRAL CLASS 4 -	WRAL 5am News CANDIDATE	5am - 5:30a								
					2 to 10/28/12	1x	1				
	WRAL			M	10/22/12	:30	5:14 AM	PM12-104TH	\$150.00		1
10		CBS This Morning CANDIDATE	7am - 9am								
					2 to 10/28/12	1x	1				
	WRAL			M	10/22/12	:30	8:24 AM	PM12-116TH	\$175.00		1
11	WRAL CLASS 4 -	Sat Hour 3 CANDIDATE	10-11p								
				10/22/12	2 to 10/28/12	1x	1-				
	WRAL			Sa	10/27/12	:30	10:41 PM	PM12-104TH	\$700.00		1
12	WRAL CLASS 4 -	WRAL 6a News Sat CANDIDATE	6-8a								



Line Channel Description

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Time

Day

Date

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Reconciliation

Lille	Chamer Description	Tille	Day	Date	Lengu	I JAII IIIIIe	Au-ID	Inale Inecoli	Ciliation	nei#
12	WRAL WRAL 6a News Sat	6-8a								
	CLASS 4 - CANDIDATE									
	WRAL		Sa	10/27/12	:30	6:58 AM	PM12-116TH	\$150.00		1
13	WRAL CBS This Sat Morning 8-9a	8-9a								
	CLASS 2 CANDIDATE R9.26	0 04								
	02.100 2 07.11.12.12.11.2 1.10.120		10/22/13	2 to 10/28/12	1x	1-				
	WRAL		Sa	10/27/12	:30	8:58 AM	PM12-116TH	\$665.00		
14	WRAL 6pm News (Sun)	6-630p	Ou	10/2//12	.00	0.0071111		φοσο.σσ		•
14	CLASS 4 - CANDIDATE	0-030p								
	CLASS 4 - CANDIDATE		10/22/11	2 to 10/28/12	1x	1				
	WRAL		Su	10/28/12	:30	6:33 PM	PM12-104TH	\$225.00		
45		7.0-	Su	10/20/12	.30	0.33 F W	PMIZ-1041H	φ223.00		'
15	WRAL WRAL Sun Morning News	7-9a								
	CLASS 4 - CANDIDATE					-				
	MOAL			2 to 10/28/12	1x	<u>1</u>	12 116	*		
	WRAL		Su	10/28/12	:30	7:00 AM	PM12-116TH	\$150.00		1
16	WRAL CBS Sunday Morning	9-1030a								
	CLASS 4 - CANDIDATE									
				2 to 10/28/12	1x	1				
	WRAL		Su	10/28/12	:30	10:29 AM	PM12-104TH	\$800.00		1
17	WRAL Price is Right	11a-12p								
	CLASS 1 CANDIDATE R9.26									
			10/22/12	2 to 10/28/12	1x	1				
	WRAL		Th	10/25/12	:30	10:58 AM	PM12-116TH	\$850.00		1
19	WRAL WRAL 5am News	5am - 5:30a								
	CLASS 4 - CANDIDATE									
			10/22/12	2 to 10/28/12	1x	1				
	WRAL		Th	10/25/12	:30	5:14 AM	PM12-104TH	\$150.00		1
20	WRAL WRAL AM News	6-7a						********		
	CLASS 4 - CANDIDATE	0 7 4								
	OLIGO - UNIDIDATE		10/22/11	2 to 10/28/12	1x	1				
	WRAL		Th	10/25/12	:30	6:57 AM	PM12-116TH	\$400.00		
	*****	\A/-					was taken from the program I	•		

Length Air Time



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CLASS 4 - CANDIDATE



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
20	WRAL	WRAL AM News	6-7a	-	-						
	CLASS 4 -	CANDIDATE									
21	WRAL	CBS This Morning	7am - 9am								
	CLASS 4 -	CANDIDATE									
				10/22/12	to 10/28/12	1x	1				
	WRAL			Th	10/25/12	:30	8:39 AM	PM12-116TH	\$175.00		1
22	WRAL	Price is Right	11a-12p								
		CANDIDATE R9.26	· •								
				10/22/12	to 10/28/12	1x	-1				
	WRAL			Tu	10/23/12	:00			\$850.00	See MG 22.2,22.3,22.4,22.5,22.6,22.	1
		Fri Hour 2	9-10p	F	10/26/12	:00			\$2,225.00	See MG 22.12	2
	WRAL	WRAL 4:30am News	4:30a - 5am	F	10/26/12	:30	4:39 AM	PM12-104TH	\$30.00	MG for 87.1,80.1,22.1	11
		WRAL 4:30am News	4:30a - 5am	F	10/26/12	:30	4:54 AM	PM12-116TH	\$30.00	MG for 87.1,80.1,22.1	10
		WRAL AM News	6-7a	F	10/26/12	:30	6:54 AM	PM12-116TH		CLASS 4 MG for 87.1,80.1,22.1	7
		CBS Daytime (1:30-4P)	130-4p	F	10/26/12	:30	1:59 PM	PM12-116TH	•	CLASS 3 MG for 87.1,80.1,22.1	5
		5:00 First News	5-530p	F	10/26/12	:30	5:12 PM	PM12-104TH		CLASS 3 MG for 87.1,80.1,22.1	9
	WRAL	Fri Hour 1	8-9p	F	10/26/12	:30	8:33 PM	PM12-104TH	\$2,225.00	MG for 22.2 10/26	12
					SS 3 CANDIE	-	6				
		Sat Hour 1	8-9p	Sa	10/27/12	:00				Credited	3
		WRAL 6a News Sat	6-8a	Sa	10/27/12	:30	7:54 AM	PM12-116TH		CLASS 4 MG for 87.1,80.1,22.1	8
		ACC Football	12N-330P	Sa	10/27/12	:30	1:49 PM	PM12-116TH	' '	CLASS 3 MG for 87.1,80.1,22.1	6
		Sat Hour 1	8-9p	Sa	10/27/12	:30	8:59 PM	РМ12-116ТН	\$250.00	CLASS 4 MG for 87.1,80.1,22.1	4
24	WRAL CLASS 4 -	WRAL 5am News CANDIDATE	5am - 5:30a								
				10/22/12	to 10/28/12	1x	-1				
	WRAL			Tu	10/23/12	:30	5:24 AM	PM12-116TH	\$150.00		1
25	WRAL CLASS 4 -	WRAL AM News CANDIDATE	6-7a								
	3_7,00 T	J 12.15. (1.2		10/22/12	to 10/28/12	1x	-1				
	WRAL			Tu	10/23/12	:30	6:24 AM	PM12-116TH	\$400.00		1
26	WRAL	CBS This Morning	7am - 9am								



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26	WRAL CBS This Morning CLASS 4 - CANDIDATE	7am - 9am		•			•	•		
	CLASS 4 - CANDIDATE		10/22/12	2 to 10/28/12	1x	-1				
	WRAL		Tu	10/23/12	:30	8:53 AM	PM12-104TH	\$175.00)	1
29	WRAL Price is Right CLASS 1 CANDIDATE R9.26	11a-12p								
				2 to 10/28/12	1x	1				
	WRAL		W	10/24/12	:30	10:58 AM	PM12-116TH	\$850.00)	1
31	WRAL WRAL 5am News CLASS 4 - CANDIDATE	5am - 5:30a								
				2 to 10/28/12	1x	1				
	WRAL		W	10/24/12	:30	4:59 AM	PM12-116TH	\$150.00)	1
32	WRAL CBS This Morning CLASS 4 - CANDIDATE	7am - 9am								
	=			2 to 10/28/12	1x	1		4.==		
	WRAL		W	10/24/12	:30	8:38 AM	PM12-116TH	\$175.00)	1
33	WRAL Noon News CLASS 3 CANDIDATE R9.26	12p-1p				_				
	WRAL		10/22/12 F	2 to 10/28/12 10/26/12	1x :30	1 12:42 PM	PM12-104TH	\$535.00	1	
34	WRAL WRAL 5:30AM News CLASS 3 CANDIDATE R9.26	530-6a	Г	10/20/12	.30	12.42 FIVI	PM12-1041H	\$333.00)	'
				2 to 10/28/12	1x	1				
	WRAL		F	10/26/12	:30	5:44 AM	PM12-116TH	\$665.00)	1
35	WRAL WRAL AM News CLASS 4 - CANDIDATE	6-7a								
				2 to 10/28/12	1x	1				
	WRAL		F	10/26/12	:30	6:25 AM	PM12-104TH	\$400.00)	1
36	WRAL Noon News CLASS 4 - CANDIDATE	12p-1p								

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36	WRAL Noon News	12p-1p	•		•	•		•		
	CLASS 4 - CANDIDATE									
	WRAL		M	10/22/12	:30	12:42 PM	PM12-104TH	\$125.00		1
37	WRAL WRAL 5:30AM News	530-6a								
	CLASS 4 - CANDIDATE		40/00/40	10/00/10	4	1				
	WRAL		10/22/12 M	2 to 10/28/12 10/22/12	1x :30	5:37 AM	PM12-116TH	\$250.00		1
38	WRAL WRAL AM News	6-7a	IVI	10/22/12	.30	3.37 AIVI	PMIZ-IIOIH	φ230.00		'
30	CLASS 4 - CANDIDATE	0-1a								
	CENCO 4 CANDIDATE		10/22/12	to 10/28/12	1x	1				
	WRAL		M	10/22/12	:30	6:13 AM	PM12-104TH	\$400.00		1
40	WRAL Noon News	12p-1p								
	CLASS 3 CANDIDATE R9.26									
				to 10/28/12	1x	1				
	WRAL		Th	10/25/12	:30	12:14 PM	PM12-104TH	\$535.00		1
41	WRAL WRAL 5:30AM News	530-6a								
	CLASS 3 CANDIDATE R9.26									
	WRAL		10/22/12 Th	2 to 10/28/12 10/25/12	1x :30	1 5:39 AM	PM12-116TH	\$665.00		
40		10 1	In	10/25/12	:30	5:39 AIVI	PM12-1161H	\$665.00		ı
43	WRAL Noon News CLASS 4 - CANDIDATE	12p-1p								
	CLASS 4 - CANDIDATE		10/22/12	to 10/28/12	1x	-1				
	WRAL		Tu	10/23/12	:30	12:54 PM	PM12-116TH	\$125.00		1
44	WRAL WRAL 5:30AM News	530-6a						,		
	CLASS 4 - CANDIDATE									
			10/22/12	to 10/28/12	1x	-1				
	WRAL		Tu	10/23/12	:30	5:53 AM	PM12-104TH	\$250.00		1
45	WRAL Noon News	12p-1p								
	CLASS 3 CANDIDATE R9.26									
				to 10/28/12	1x	1		4505.00		
	WRAL		W	10/24/12	:30	12:27 PM	PM12-104TH	\$535.00		1



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45	WRAL Noon News	12p-1p	-			_				<u>, </u>
	CLASS 3 CANDIDATE R9.26									
46	WRAL CBS Daytime (1:30-4P)	130-4p								
	CLASS 3 CANDIDATE R9.26									
			10/22/12 to		1x	1		*****		
	WRAL		W	10/24/12	:30	1:28 PM	PM12-116TH	\$360.00		1
47	WRAL WRAL 5:30AM News CLASS 3 CANDIDATE R9.26	530-6a								
			10/22/12 to		1x	1				
	WRAL		W	10/24/12	:30	5:54 AM	PM12-116TH	\$665.00		1
48	WRAL WRAL AM News CLASS 4 - CANDIDATE	6-7a								
			10/22/12 to		1x	1				
	WRAL		W	10/24/12	:30	6:52 AM	PM12-104TH	\$400.00		1
50	WRAL Late News CLASS 4 - CANDIDATE	11-1135p								
			10/22/12 to		1x	1		•		
	WRAL		F	10/26/12	:30	11:25 PM	PM12-116TH	\$650.00		1
51	WRAL Letterman Friday CLASS 3 CANDIDATE R9.26	1205x-107x								
			10/22/12 to		1x	1				
	WRAL		F	10/26/12	:30	12:46 AM	PM12-104TH	\$110.00		1
52	WRAL CBS Daytime (1:30-4P) CLASS 3 CANDIDATE R9.26	130-4p								
			10/22/12 to		1x	1				
	WRAL		F	10/26/12	:30	2:29 PM	PM12-104TH	\$360.00		1
53	WRAL 5:00 First News CLASS 3 CANDIDATE R9.26	5-530p								
			10/22/12 to		1x	1				
	WRAL		F	10/26/12	:30	5:27 PM	PM12-116TH	\$1,780.00		1



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CLASS 4 - CANDIDATE



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60	WRAL	CBS Daytime (1:30-4P)	130-4p								
	CLASS 4 -	CANDIDATE				_					
					2 to 10/28/12	2x	2		4.05.00		
	WRAL			M	10/22/12	:30	1:29 PM	PM12-116TH	\$135.00		1
	WRAL			М	10/22/12	:30	2:27 PM	PM12-104TH	\$135.00		2
61	WRAL CLASS 4 -	5:00 First News CANDIDATE	5-530p								
					2 to 10/28/12	1x	1				
	WRAL			M	10/22/12	:30	5:15 PM	PM12-116TH	\$550.00		1
62	WRAL CLASS 4 -	5:30 News CANDIDATE	530-6p								
				10/22/1	2 to 10/28/12	1x	1				
	WRAL			M	10/22/12	:30	5:52 PM	PM12-104TH	\$550.00		1
63	WRAL	6pm News (M-F) CANDIDATE	6-630p								
	ULASS 4 -	CANDIDATE		10/22/1	2 to 10/28/12	1x	1				
	WRAL			M	10/22/12	:30	6:12 PM	PM12-116TH	\$650.00		1
G E		Entartaiment Tanight	730-8P	IVI	10/22/12	.50	0.12 F W	PMIZ-IIOIH	φ030.00		'
65	WRAL CLASS 4 -	Entertaiment Tonight CANDIDATE	730-6P								
				10/22/1	2 to 10/28/12	1x	1				
	WRAL			M	10/22/12	:30	7:56 PM	PM12-104TH	\$475.00	l .	1
66	WRAL CLASS 4 -	Late News CANDIDATE	11-1135p								
				10/22/1	2 to 10/28/12	1x	1-				
	WRAL			Sa	10/27/12	:30	11:11 PM	PM12-116TH	\$650.00		1
67	WRAL	CRIMINAL MINDS	1135-1235XM						******		
•		CANDIDATE									
	32.30	· · · · · · · · · · · · · · · · · · ·		10/22/1	2 to 10/28/12	1x	1-				
	WRAL			Sa	10/27/12	:30	11:56 PM	PM12-104TH	\$95.00		1
68	WRAL	7pm News	7-730p					-	,,,,,,		•



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CLASS 3 CANDIDATE R9.26



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WRAL	7pm News	7-730p		•	•	_	_			
CLASS 4 -	CANDIDATE									
			10/22/12	to 10/28/12	1x	1-				
WRAL			Sa	10/27/12	:30	7:41 PM	PM12-104TH	\$175.00		1
			LR due to	ACC footbal	l ran over	50:45				
WRAL	Sat Hour 1	8-9p								
CLASS 3 (CANDIDATE R9.26	•								
			10/22/12	to 10/28/12	1x	1-				
WRAL			Sa	10/27/12	:30	8:33 PM	PM12-104TH	\$890.00		1
WRAL	Face The Nation 1030-1130	1030-1130								
CLASS 4 -	CANDIDATE									
			10/22/12	to 10/28/12	1x	1				
WRAL			Su	10/28/12	:30	11:26 AM	PM12-116TH	\$200.00		1
WRAL	Late News	11-1135p								
02/100	0, 13.13, 2		10/22/12	to 10/28/12	1x	1				
WRAL			Su	10/28/12	:30	11:34 PM	PM12-104TH	\$650.00		1
WRAI	60 Minutes	7-8n						******		
		. 00								
02,1000	57 (1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		10/22/12	to 10/28/12	1x	1				
WRAI	CBS This Sat Morning 8-9a	8-9a					PM12-104TH	\$665.00	CLASS 3 CANDIDATE B9.26 MG to	3
		9:00a - 9:30a		10/27/12	:30		PM12-104TH	*		_
WRAL			Su	10/28/12	:00					1
WRAL	Sun Hour 3	10-11p	Su	10/28/12	:30	10:36 PM	PM12-116TH	\$2,445.00	CLASS 3 CANDIDATE r9.26 MG for	. 2
WRAL	Late News	11-1135p								
CLASS 4 -	CANDIDATE	r								
			10/22/12	to 10/28/12	1x	1				
MDAL			Th	10/25/12	:30	11:23 PM	PM12-104TH	\$650.00		1
WHAL										
	WRAL CLASS 4 - WRAL CLASS 3 0 WRAL WRAL CLASS 4 - WRAL WRAL CLASS 4 - WRAL WRAL WRAL WRAL WRAL WRAL WRAL WRAL	WRAL 7pm News CLASS 4 - CANDIDATE WRAL Sat Hour 1 CLASS 3 CANDIDATE R9.26 WRAL Face The Nation 1030-1130 CLASS 4 - CANDIDATE WRAL Late News CLASS 4 - CANDIDATE WRAL WRAL 60 Minutes CLASS 3 CANDIDATE R9.26 WRAL WRAL News Sat. 9a-9:30a WRAL WRAL Sun Hour 3 WRAL Late News CLASS 4 - CANDIDATE	WRAL 7pm News 7-730p CLASS 4 - CANDIDATE WRAL 8-9p WRAL Sat Hour 1 8-9p CLASS 3 CANDIDATE R9.26 WRAL 1030-1130 WRAL Face The Nation 1030-1130 1030-1130 CLASS 4 - CANDIDATE WRAL WRAL WRAL Late News 11-1135p CLASS 4 - CANDIDATE 7-8p WRAL WRAL 60 Minutes 7-8p CLASS 3 CANDIDATE R9.26 8-9a WRAL WRAL News Sat. 9a-9:30a 9:00a - 9:30a WRAL WRAL Sun Hour 3 10-11p WRAL Late News 11-1135p CLASS 4 - CANDIDATE	WRAL 7pm News 7-730p CLASS 4 - CANDIDATE 10/22/12 WRAL Sat Hour 1 8-9p CLASS 3 CANDIDATE R9.26 10/22/12 WRAL Face The Nation 1030-1130 1030-1130 CLASS 4 - CANDIDATE 10/22/12 WRAL Su WRAL Late News 11-1135p CLASS 4 - CANDIDATE 10/22/12 WRAL Su WRAL 60 Minutes 7-8p CLASS 3 CANDIDATE R9.26 10/22/12 WRAL CBS This Sat Morning 8-9a 8-9a WRAL WRAL News Sat. 9a-9:30a 9:00a - 9:30a WRAL Su WRAL Su Hour 3 10-11p WRAL Late News 11-1135p CLASS 4 - CANDIDATE 10/22/12	WRAL CLASS 4 - CANDIDATE 7-730p WRAL WRAL Sat Hour 1 CLASS 3 CANDIDATE R9.26 8-9p WRAL Face The Nation 1030-1130 CLASS 4 - CANDIDATE R9.26 10/22/12 to 10/28/12	WRAL CLASS 4 - CANDIDATE 7-730p WRAL WRAL 10/22/12 to 10/28/12 130 LR due to ACC football ran over LR due to ACC football ran ov	NRAL 7pm News 7-730p	NRAL	VRAL	VRAL 7pm News



WRAL-TV **Accounting Department** PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/22
Estimate Number	C22C28

Invoice #	116681-1
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/28/12

Station	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

Order #	116681
Alt Order #	06218219
Deal #	
Order Flight	10/22/12 - 10/28/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
74	WRAL David Letterman	1135p-1237a	•			_				
	CLASS 3 CANDIDATE R9.26									
				to 10/28/12	1x	1				
	WRAL		Th	10/25/12	:30	12:32 AM	PM12-116TH	\$400.00		1
75	WRAL CBS Daytime (1:30-4P) CLASS 3 CANDIDATE R9.26	130-4p								
				to 10/28/12	1x	1				
	WRAL		Th	10/25/12	:30	2:29 PM	PM12-116TH	\$360.00		1
76	WRAL 5:00 First News CLASS 3 CANDIDATE R9.26	5-530p								
				to 10/28/12	1x	1				
	WRAL		Th	10/25/12	:30	5:13 PM	PM12-104TH	\$1,780.00		1
77	WRAL 6pm News (M-F) CLASS 3 CANDIDATE R9.26	6-630p								
				to 10/28/12	1x	1				
	WRAL		Th	10/25/12	:30	6:28 PM	PM12-116TH	\$1,780.00		1
78	WRAL Inside Edition CLASS 2 CANDIDATE R9.26	7-730P								
				to 10/28/12	1x	1				
	WRAL		Th	10/25/12	:30	7:28 PM	PM12-104TH	\$1,465.00		2
79	WRAL Entertaiment Tonight CLASS 2 CANDIDATE R9.26	730-8P								
				to 10/28/12	1x	1				
	WRAL		Th	10/25/12	:30	7:46 PM	PM12-116TH	\$1,465.00		1
80	WRAL David Letterman CLASS 3 CANDIDATE R9.26	1135p-1237a								
				to 10/28/12	1x	-1				
	WRAL		Tu	10/23/12	:00			\$400.00	See MG 22.2,22.3,22.4,22.5,22.6,22.	1
81	WRAL CBS Daytime (1:30-4P) CLASS 4 - CANDIDATE	130-4p								



Line Channel Description

Remit Address:

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Time

Day

Date

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor	Ir
Product	MCCRORY 10/22	Ir
Estimate Number	C22C28	Ir

Invoice #	116681-1
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/28/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116681
Alt Order #	06218219
Deal #	
Order Flight	10/22/12 - 10/28/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Ad-ID

Rate

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Reconciliation

Lille	Chaine Description	lille	Day	Date	Lengu	I All Illile	Au-ID	Inale	neconciliation	nei #
81	WRAL CBS Daytime (1:30-4P)	130-4p								
	CLASS 4 - CANDIDATE									
	WRAL		Tu	10/23/12	:30	2:59 PM	PM12-104TH	\$135.00		1
82	WRAL 5:00 First News	5-530p								
	CLASS 4 - CANDIDATE	•								
			10/22/12	2 to 10/28/12	1x	-1				
	WRAL		Tu	10/23/12	:30	5:10 PM	PM12-116TH	\$550.00		
83	WRAL 5:30 News	530-6p								
	CLASS 4 - CANDIDATE	-								
			10/22/12	2 to 10/28/12	1x	-1				
	WRAL		Tu	10/23/12	:30	5:42 PM	PM12-104TH	\$550.00		1
84	WRAL 6pm News (M-F)	6-630p								
•	CLASS 4 - CANDIDATE	СОСР								
	G2.133 1		10/22/12	2 to 10/28/12	1x	-1				
	WRAL		Tu	10/23/12	:30	6:09 PM	PM12-116TH	\$650.00		<u> </u>
86	WRAL Entertaiment Tonight	730-8P						*******		
00	CLASS 4 - CANDIDATE	700 01								
	OLINO I GINDIBINE		10/22/12	2 to 10/28/12	1x	-1				
	WRAL		Tu	10/23/12	:30	7:47 PM	PM12-104TH	\$475.00		
87	WRAL Tue Hour 2	9-10p						*******		•
0,	CLASS 2 CANDIDATE R9.26	3-10p								
	02/100 2 0/114B1B/11 2 110.20		10/22/13	2 to 10/28/12	1x	-1				
	WRAL		Tu	10/23/12	:00			<u>\$5.335.00</u>	See MG 22.2,22.3,22.4,22.5,22.6,22.	
88	WRAL Late News	11-1135p	70	10/20/12	.00			φο,οοο.οο	000 MG 22.2,22.0,22.4,22.0,22	,
00	CLASS 4 - CANDIDATE	11-1135p								
	CLASS 4 - CANDIDATE		10/22/11	2 to 10/28/12	1x	1				
	WRAL		W	10/24/12	:30	11:14 PM	PM12-104TH	\$650.00		
90		110Em 1007a	VV	10/24/12	.50	11.141 101	FM12-1041H	φ030.00		'
89	WRAL David Letterman	1135p-1237a								
	CLASS 3 CANDIDATE R9.26		10/00/14	0 to 10/00/10	45.	1				
	WRAL		W	2 to 10/28/12 10/24/12	1x :30	1 11:58 PM	PM12-116TH	\$400.00		
	VVDAL		• •				PM12-110 I H	·		ı

Length Air Time



Line Channel Description

Remit Address:

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Time

Day

Date

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor	ŀ
Product MCCRORY 10/22		İ
Estimate Number	C22C28	Ī

Invoice #	116681-1
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/28/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116681
Alt Order #	06218219
Deal #	
Order Flight	10/22/12 - 10/28/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Ad-ID

Rate

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Reconciliation

Channel Description	Tille	Day	Date	Lengu	I All Tille	Au-iD	nate	neconciliation	nei #
WRAL David Letterman	1135p-1237a								
CLASS 3 CANDIDATE R9.26									
WRAL CBS Daytime (1:30-4P)	130-4p								
CLASS 3 CANDIDATE R9.26	-								
		10/22/1	2 to 10/28/12	2x	2				
WRAL		W	10/24/12	:30	2:28 PM	PM12-104TH	\$360.00		2
WRAL		W	10/24/12	:30	2:59 PM	PM12-116TH	\$360.00		1
WRAL 5:00 First News	5-530p								
CLASS 3 CANDIDATE R9.26	-								
		10/22/1	2 to 10/28/12	1x	1				
WRAL		W	10/24/12	:30	5:28 PM	PM12-116TH	\$1,780.00	l .	1
WRAL 5:30 News	530-6p								
CLASS 3 CANDIDATE R9.26	•								
		10/22/1	2 to 10/28/12	1x	1				
WRAL		W	10/24/12	:30	5:52 PM	PM12-104TH	\$1,780.00		1
WRAL 6pm News (M-F)	6-630p								
CLASS 3 CANDIDATE R9.26	•								
		10/22/1	2 to 10/28/12	1x	1				
WRAL		W	10/24/12	:30	6:07 PM	PM12-116TH	\$2,225.00		1
WRAL Young and the Restless	4-5p								
CLASS 2 CANDIDATE R9.26	•								
		10/22/1	2 to 10/28/12	1x	1				
WRAL		W	10/24/12	:30	3:59 PM	PM12-104TH	\$1,065.00		1
WRAL WRAL AM News	6-7a								
CLASS 4 CANDIDATE R9.26									
		10/22/1	2 to 10/28/12	1x	T				
WRAL		Th		:30	6:14 AM	PM12-104TH	\$400.00		1
WRAL WRAL 6a News Sat	6-8a						,		
		10/22/1	2 to 10/28/12	1x	S-				
WRAL		Sa	10/27/12	:30	7:29 AM	PM12-104TH	\$150.00		1
	Wa						•		
	CLASS 3 CANDIDATE R9.26 WRAL CBS Daytime (1:30-4P) CLASS 3 CANDIDATE R9.26 WRAL WRAL WRAL 5:00 First News CLASS 3 CANDIDATE R9.26 WRAL WRAL 5:30 News CLASS 3 CANDIDATE R9.26 WRAL WRAL 6pm News (M-F) CLASS 3 CANDIDATE R9.26 WRAL WRAL Young and the Restless CLASS 2 CANDIDATE R9.26 WRAL WRAL YOUNG AND HE R9.26 WRAL WRAL WRAL AM News CLASS 4 CANDIDATE R9.26 WRAL WRAL WRAL AM News CLASS 4 CANDIDATE R9.26	WRAL David Letterman CLASS 3 CANDIDATE R9.26 WRAL CBS Daytime (1:30-4P) CLASS 3 CANDIDATE R9.26 WRAL WRAL WRAL WRAL WRAL WRAL 5:00 First News CLASS 3 CANDIDATE R9.26 WRAL WRAL WRAL 5:30 News CLASS 3 CANDIDATE R9.26 WRAL WRAL 6pm News (M-F) CLASS 3 CANDIDATE R9.26 WRAL WRAL 7oung and the Restless CLASS 2 CANDIDATE R9.26 WRAL WRAL Young and the Restless CLASS 2 CANDIDATE R9.26 WRAL WRAL WRAL AM News CLASS 4 CANDIDATE R9.26 WRAL WRAL WRAL WRAL AM News CLASS 4 CANDIDATE R9.26 WRAL WRAL WRAL F9.26 WRAL David Letterman 1135p-1237a CLASS 3 CANDIDATE R9.26 WRAL CBS Daytime (1:30-4P) CLASS 3 CANDIDATE R9.26 130-4p WRAL W W WRAL S30 News 530-6p CLASS 3 CANDIDATE R9.26 10/22/1: WRAL W W WRAL W W WRAL W W WRAL Young and the Restless 4-5p CLASS 2 CANDIDATE R9.26 10/22/1: WRAL WRAL W WRAL WRAL W WRAL WRAL 10/22/1: WRAL WRAL 10/22/1: WRAL WRAL 10/22/1: WRAL WRAL 10/22/1: WRAL WRAL 6-7a CLASS 4 CANDIDATE R9.26 10/22/1: WRAL WRAL	WRAL David Letterman CLASS 3 CANDIDATE R9.26 1135p-1237a WRAL CBS Daytime (1:30-4P) 130-4p CLASS 3 CANDIDATE R9.26 10/22/12 to 10/28/12 WRAL WRAL WRAL S:00 First News CLASS 3 CANDIDATE R9.26 5-530p WRAL WRAL S:30 News CLASS 3 CANDIDATE R9.26 530-6p WRAL WRAL S:30 News CLASS 3 CANDIDATE R9.26 10/22/12 to 10/28/12 WRAL WRAL Gem News (M-F) CLASS 3 CANDIDATE R9.26 6-630p WRAL WRAL Young and the Restless CLASS 2 CANDIDATE R9.26 10/22/12 to 10/28/12 WRAL WRAL AM News CLASS 2 CANDIDATE R9.26 4-5p WRAL WRAL AM News CLASS 4 CANDIDATE R9.26 10/22/12 to 10/28/12 WRAL WRAL AM News CLASS 4 CANDIDATE R9.26 10/22/12 to 10/28/12 WRAL WRAL AM News CLASS 4 CANDIDATE R9.26 10/22/12 to 10/28/12 WRAL WRAL 6a News Sat CLASS 4 CANDIDATE R9.26 10/22/12 to 10/28/12 WRAL WRAL 6a News Sat CLASS 4 CANDIDATE R9.26 10/22/12 to 10/28/12 WRAL WRAL 6a News Sat CLASS 4 CANDIDATE R9.26 10/22/12 to 10/28/12 WRAL WRAL 6a News Sat CLASS 4 CANDIDATE R9.26 10/22/12 to 10/28/12	WRAL David Letterman CLASS 3 CANDIDATE R9.26 1135p-1237a 1235p-1237a 1135p-1237a 1235p-1237a 1235p-1237a	NRAL CLASS 3 CANDIDATE R9.26 NRAL CBS Daytime (1:30-4P) CLASS 3 CANDIDATE R9.26 CLASS 3 CANDIDATE R9.26 CLASS 3 CANDIDATE R9.26 NRAL NRAL	NRAL	NRAL David Letterman CLASS 3 CANDIDATE R9.26 WRAL CRS Daytime (1:30-4P) 130-4p 10/22/12 to 10/28/12 30 2:38 PM PM12-116TH \$360.00 PMRAL \$5.30 First News 5-530p PMRAL \$5.30 News 530-6p PMRAL \$5.30 News \$6-630p CLASS 3 CANDIDATE R9.26 TMRAL \$6 News (M-F) CLASS 3 CANDIDATE R9.26 TMRAL \$10/22/12 to 10/28/12 1x -1 TMRAL \$1.780.00 PMRAL \$1.7	WRAL David Letterman CLASS 3 CANDIDATE R9.26 WRAL CBS Daytime (1:30-4P) CLASS 3 CANDIDATE R9.26 WRAL CBS Daytime (1:30-4P) CLASS 3 CANDIDATE R9.26 W 10/22/12 10/28/12 2x -2 W 10/22/12 30 2:28 PM PM12-104TH \$360.00 PM12-104TH \$36	

Length Air Time



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Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314

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DU INVOICE ATE		
	Advertiser	Pat McCrory for Governor
	Product	MCCRORY 10/22
	Estimate Number	C22C28

Invoice #	116681-1
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Billing Calendar	Broadcast
Billing Type	Cash
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Advertiser Code	MCCRO
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Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
99	WRAL	CBS This Morning	7am - 9am	•				•			
	CLASS 4 C	CANDIDATE R9.26									
				10/22/12	to 10/28/12	2x	11				
	WRAL			Th	10/25/12	:30	8:58 AM	PM12-104TH	\$175.00		1
	WRAL			F	10/26/12	:30	8:13 AM	PM12-104TH	\$175.00		2
100	WRAL CLASS 4 C	WRAL 5:30AM News CANDIDATE R9.26	530-6a								
				10/22/12	to 10/28/12	1x	1				
	WRAL			W	10/24/12	:30	5:28 AM	PM12-104TH	\$250.00		1
101	WRAL CLASS 4 C	The Doctors CANDIDATE R9.26	10-11AM								
				10/22/12	to 10/28/12	1x	1				
	WRAL			W	10/24/12	:30	10:16 AM	PM12-104TH	\$100.00		1
102		CBS This Morning CANDIDATE R9.26	7am - 9am								
				10/22/12	to 10/28/12	1x	TF				
	WRAL			Th	10/25/12	:30	8:22 AM	PM12-104TH	\$175.00	_	1
			Aired Spots	90							

\$52,670.00 Gross Total

Agency Commission \$7,900.50

Payment Terms 30 Days \$44,769.50 **Net Amount Due**